



WPTV

ORDER

Print Date 09/20/12 Page 1 of 2

Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	311794	/	Joe Negron
<u>Original Date / Revision</u>			Agency Co
	09/20/12	09/20/12	
<u>Advertiser</u>	Negron / Republican / State		
			600 Fairm
			Towson, M
<u>Agency</u>	Mentzer Media		
<u>Buying Contact</u>			Sales Offic
			Sales Reg
			Agency Re
600 Fairmont Avenue - Suite #306			
Towson, MD 21204			

<u>Product</u>	<u>Order Sep</u>	00:20:00
Joe Negron for FL Senate	<u>Estimate #</u>	497
	<u>Alt Order #</u>	
<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
	<u>Billing Cycle</u>	EOM/EOC
600 Fairmont Avenue - Suite #306 Towson, MD 21204	<u>Billing Calendar</u>	BROADCAST
	<u>Demographic</u>	A25-54
	<u>Rev Codes</u>	POL POL CAND
<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL
<u>Sales Region</u> NAT	<u>Priority</u>	P-1
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order %	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$9,541.25	\$11,225.00	0.00	10/01/12	10/28/12	11	\$9,541.25	\$11,225.00
Totals	11	\$9,541.25	\$11,225.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$9,541.25	\$11,225.00	0.00	10/01/12	10/28/12	11	\$9,541.25	\$11,225.00
Totals	11	\$9,541.25	\$11,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11- 1--	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/23/12	10/29/12	- 11- 1--		3	\$1,325.00								
N 2	WPTV	10/27/12	10/27/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/23/12	10/29/12	-----S-		1	\$725.00								
N 3	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00



WPTV

Print Date: 09/20/12

Page 2 of 2

Contract / Revision

311794

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 09/20/12 / 09/20/12

Order Sep 00:20:00

Advertiser Negron / Republican / State Product Joe Negron for FL Senate Estimate # 497

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 3	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S- 1 \$600.00 0.00															
N 4	WPTV	10/27/12	10/27/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S- 1 \$1,025.00 0.00															
N 5	WPTV	10/28/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S 1 \$425.00 0.00															
N 6	WPTV	10/28/12	10/28/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S 1 \$1,800.00 0.00															
N 7	WPTV	10/28/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S 1 \$600.00 0.00															
N 8	WPTV	10/28/12	10/28/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 -----S 1 \$750.00 0.00															
N 9	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 1 \$1,325.00 0.00															
													Totals		
													11 \$11,225.00		